

PATH A: SOURCE TO ARS



*FIG. 4a*

PATH B: ARS TO SOURCE



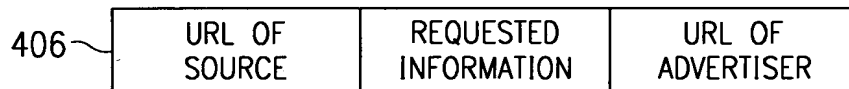
*FIG. 4b*

PATH C: SOURCE TO ADVERTISER



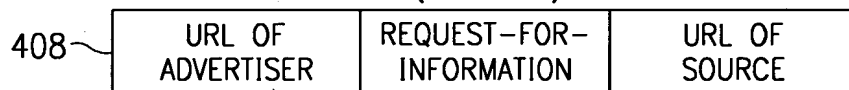
*FIG. 4c*

PATH D: ADVERTISER TO SOURCE

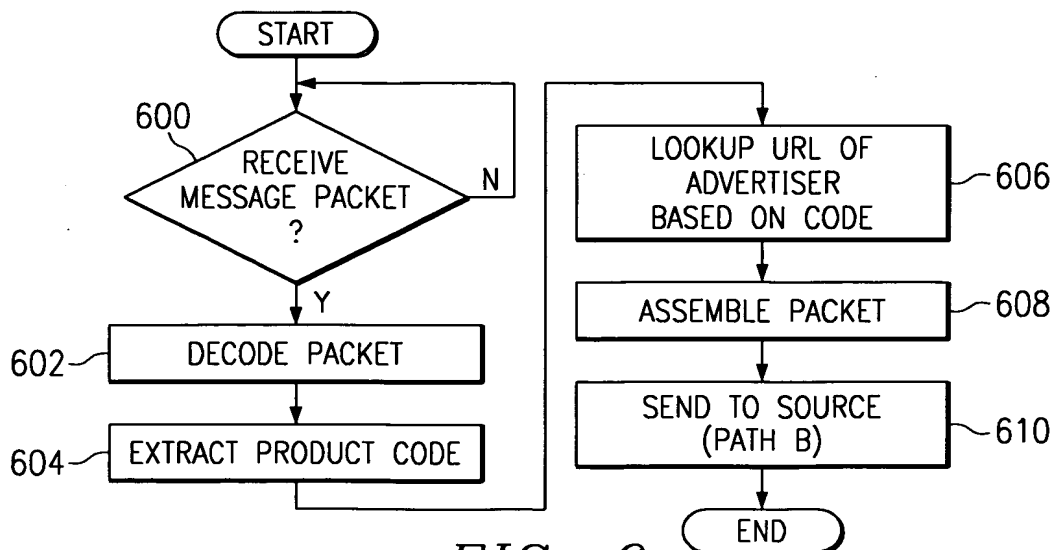


*FIG. 4d*

PATH E: ARS TO ADVERTISER (OPTIONAL)



*FIG. 4e*



*FIG. 6*

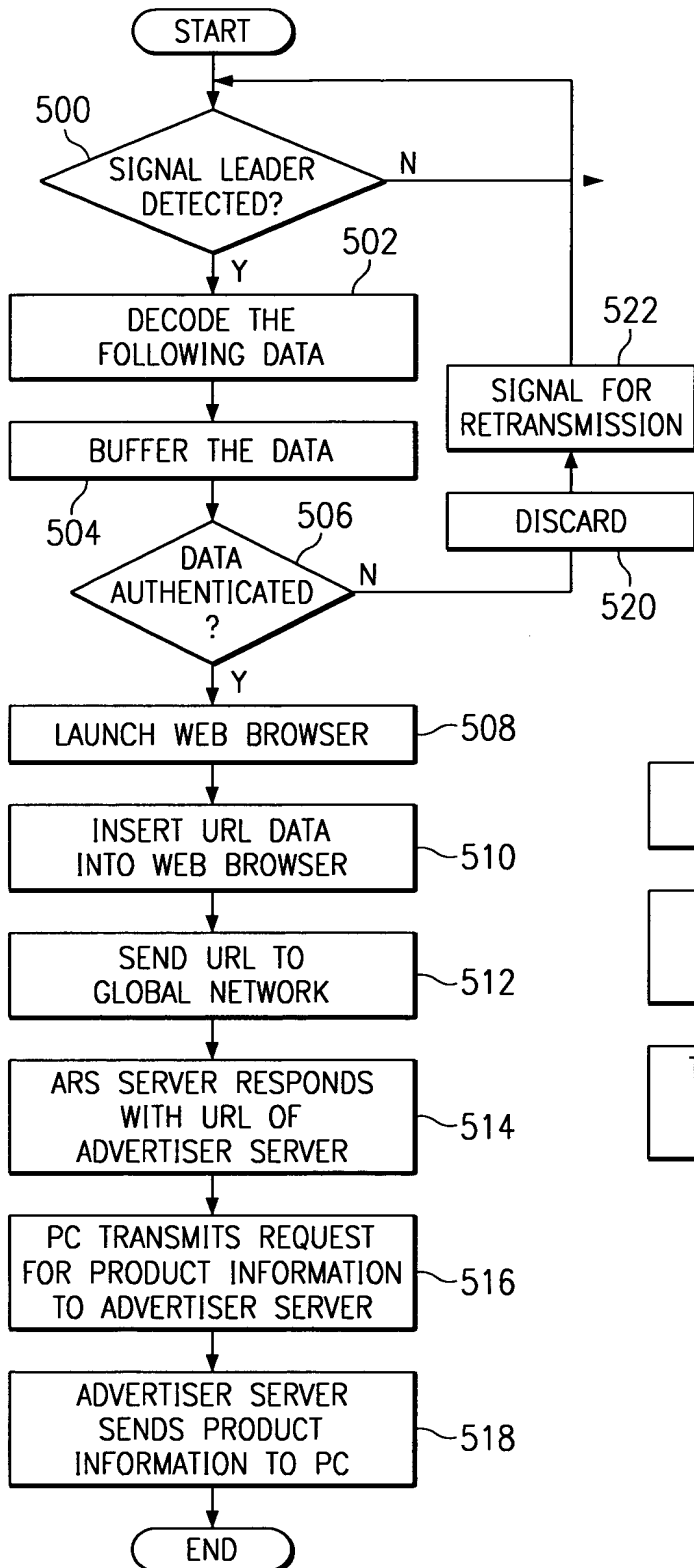


FIG. 5

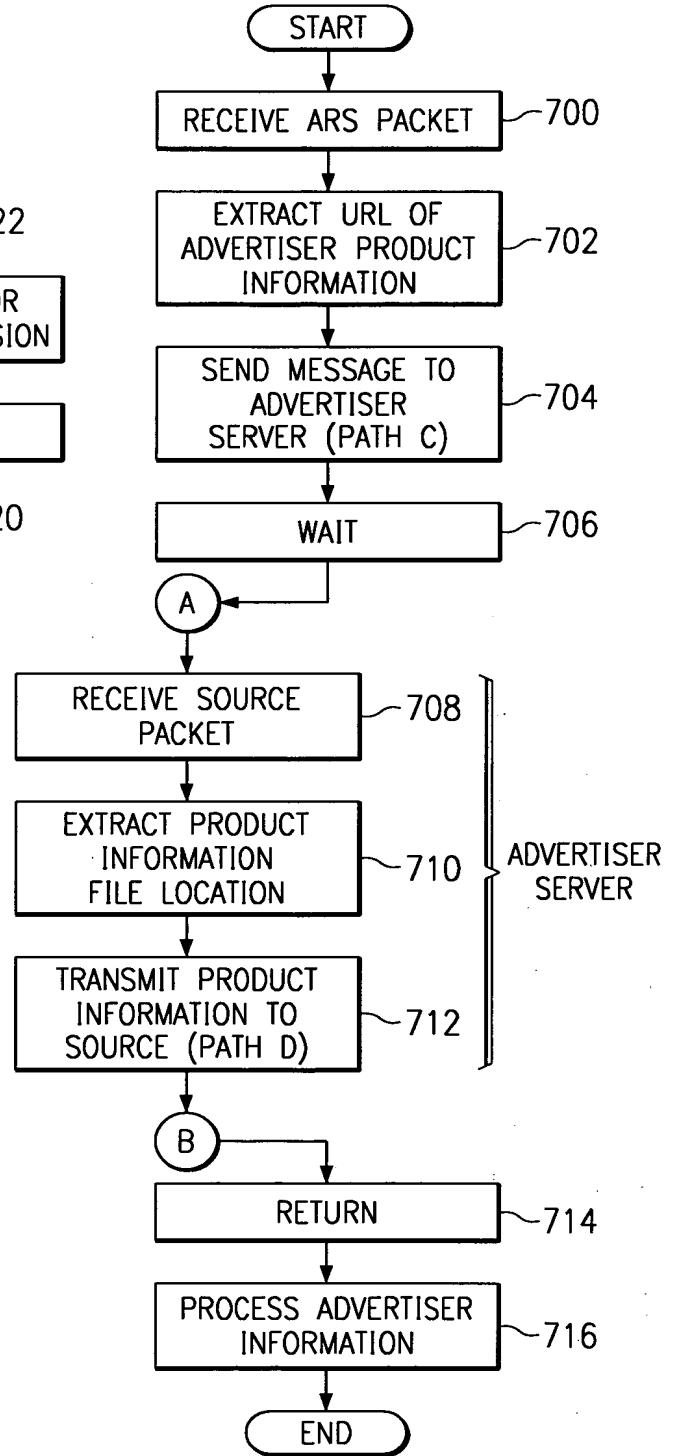
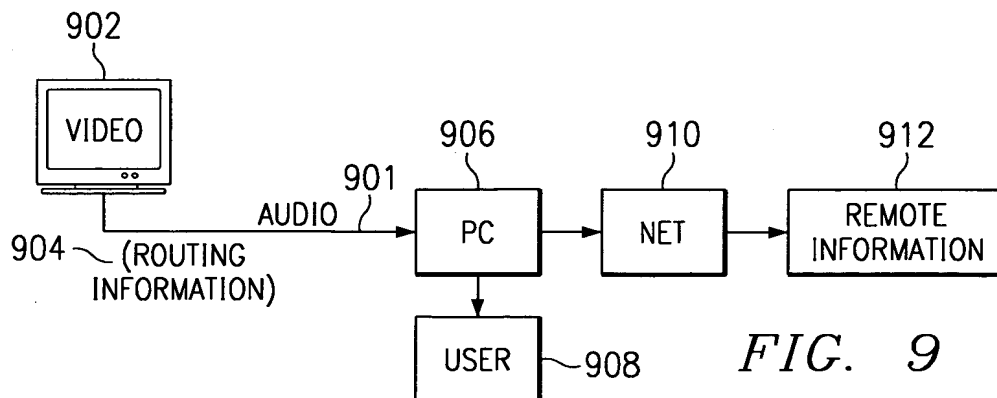
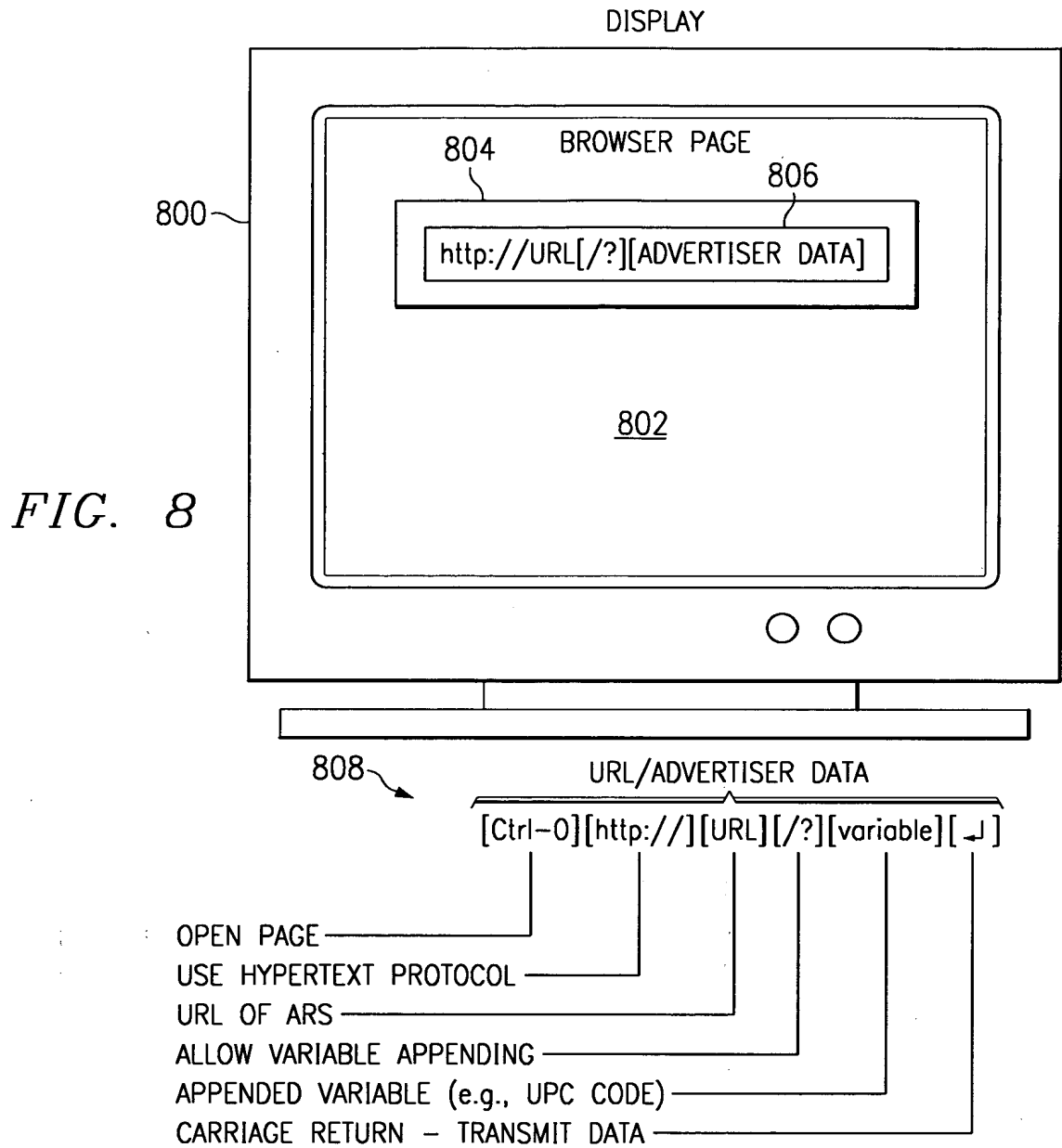
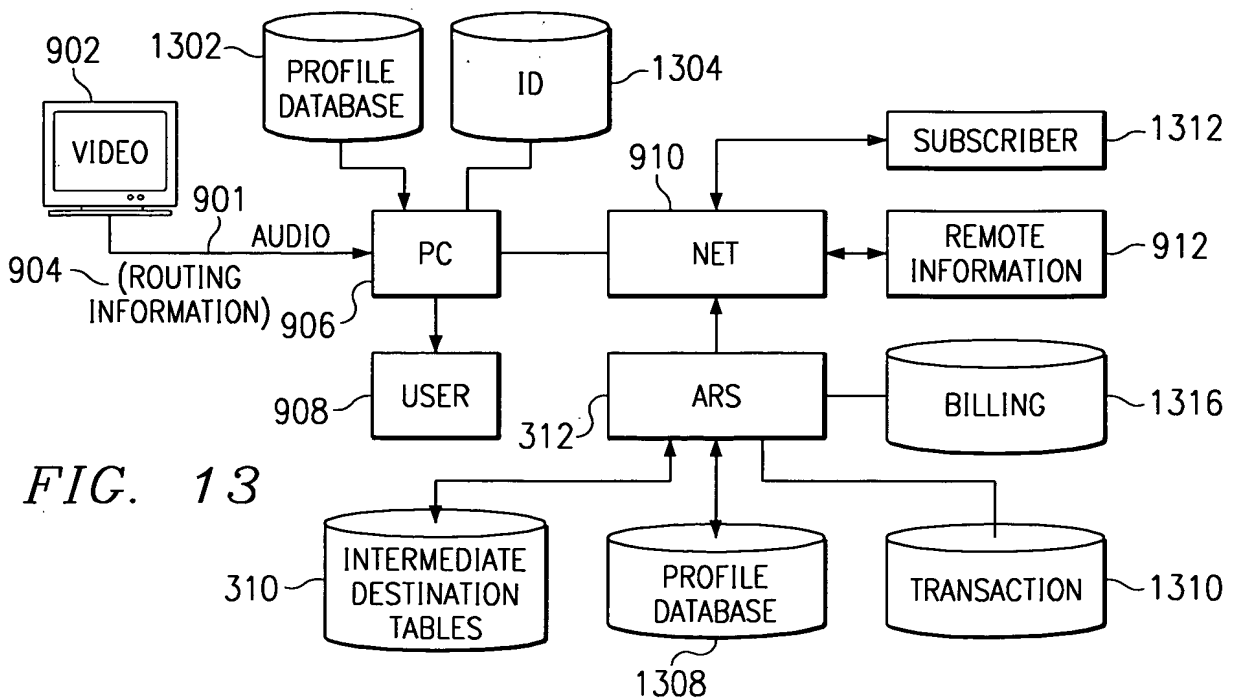
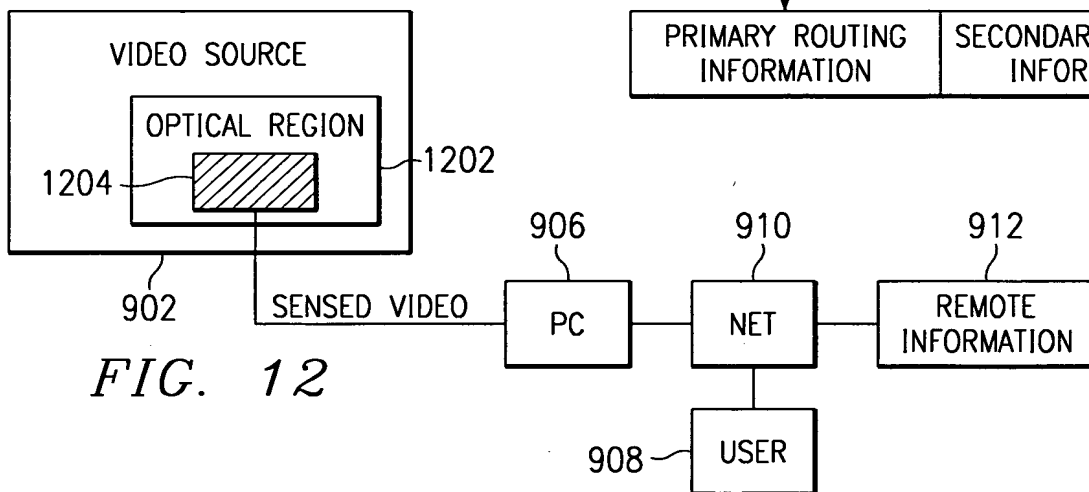
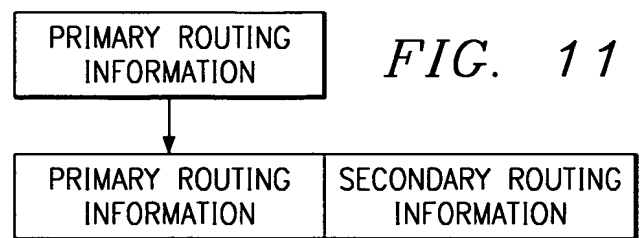
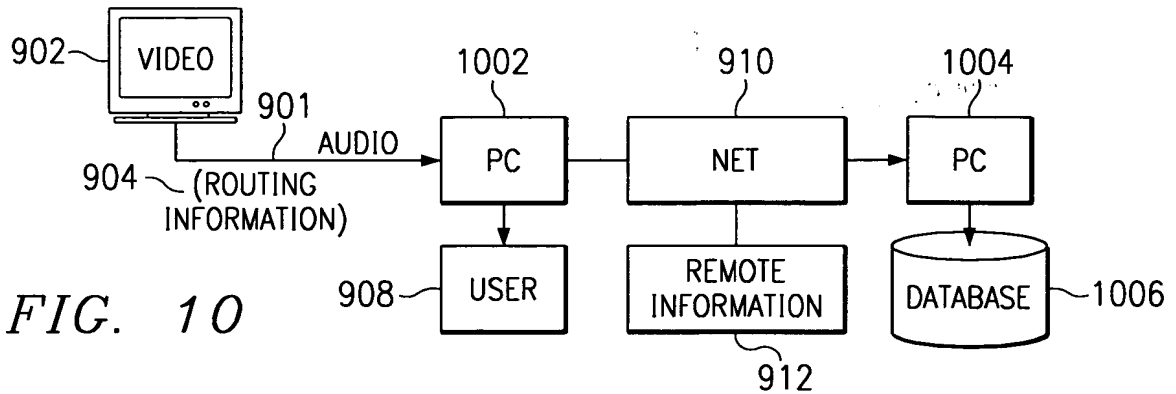


FIG. 7





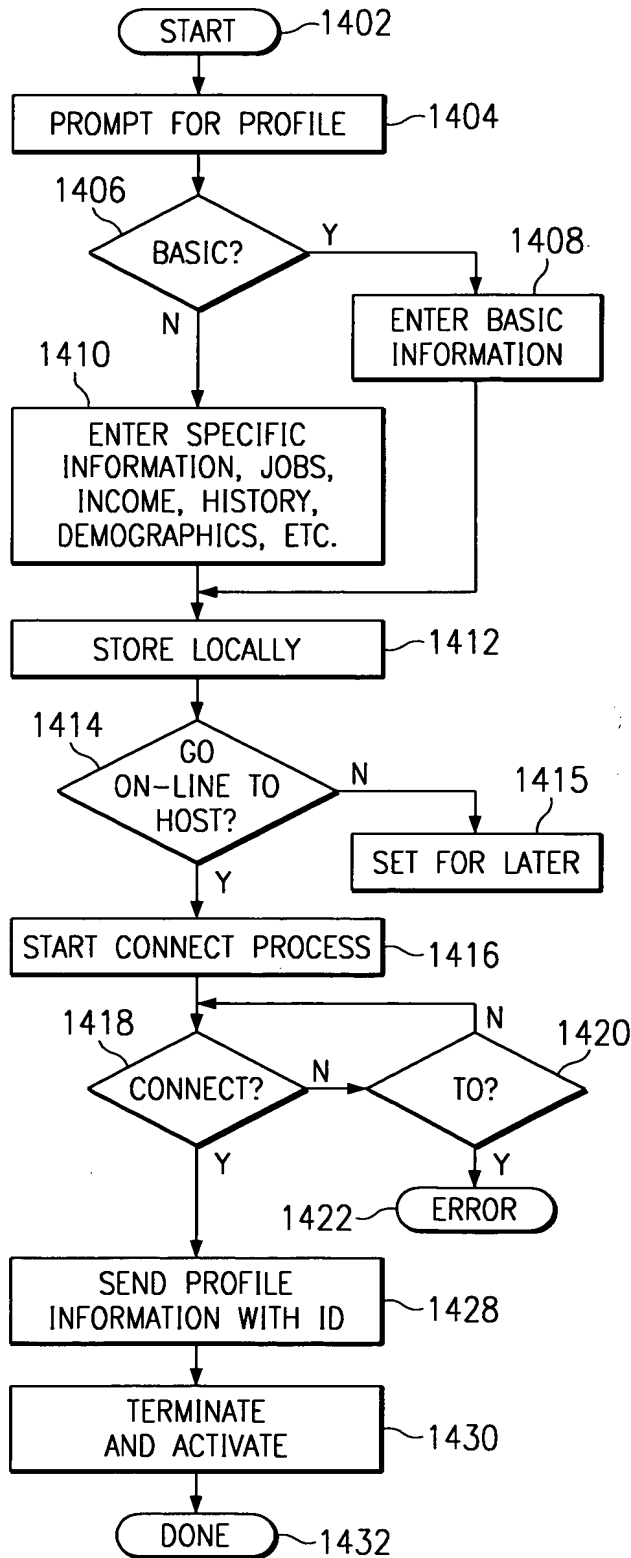


FIG. 14

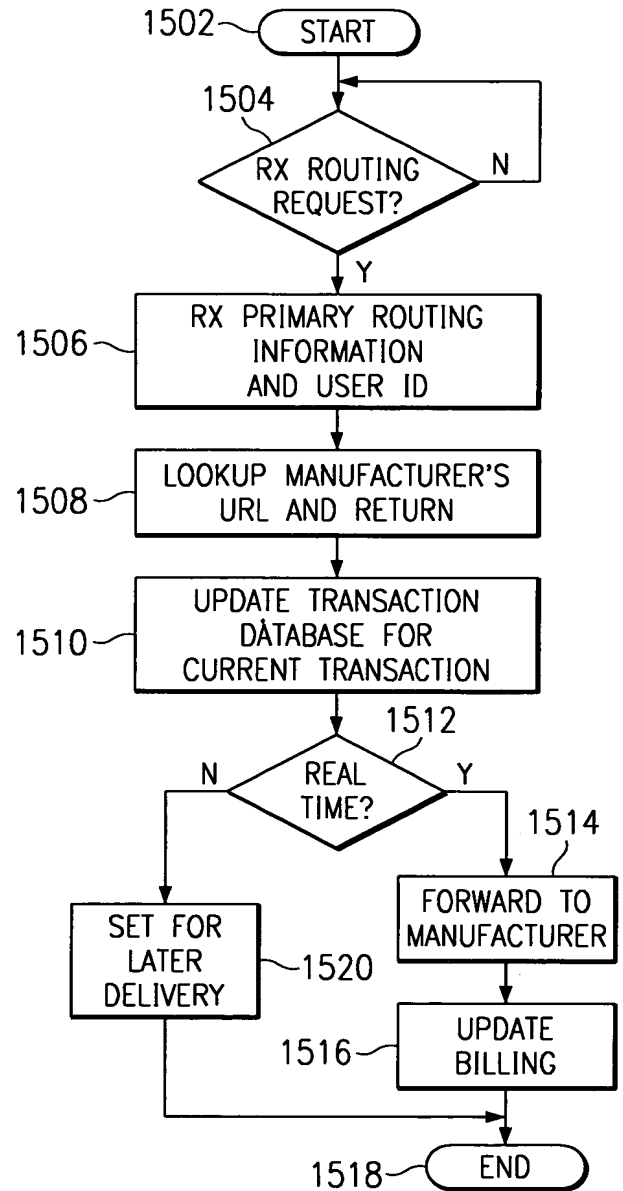


FIG. 15

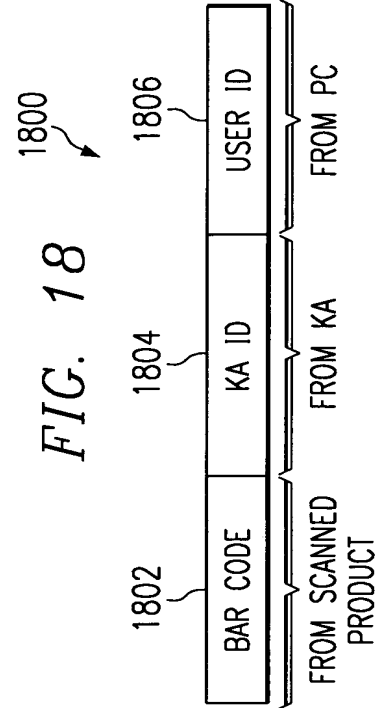
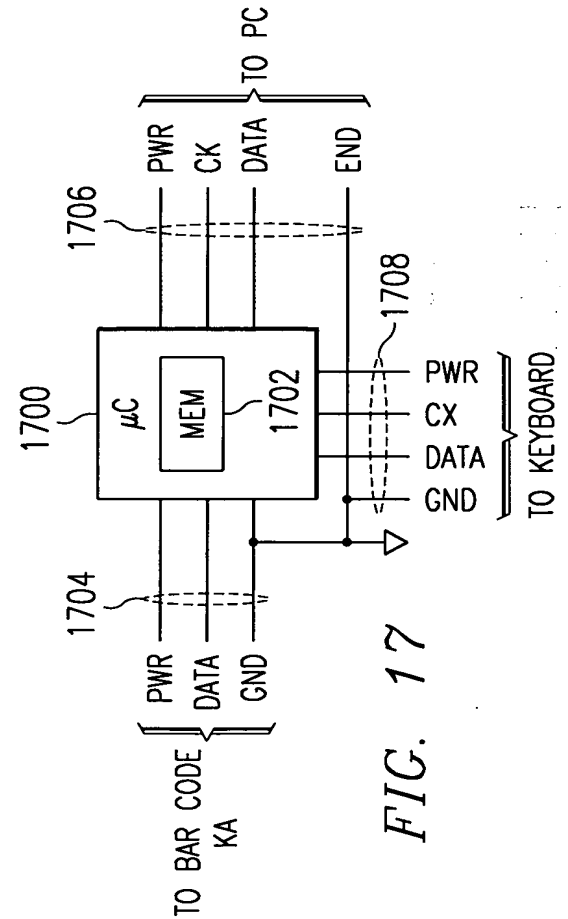
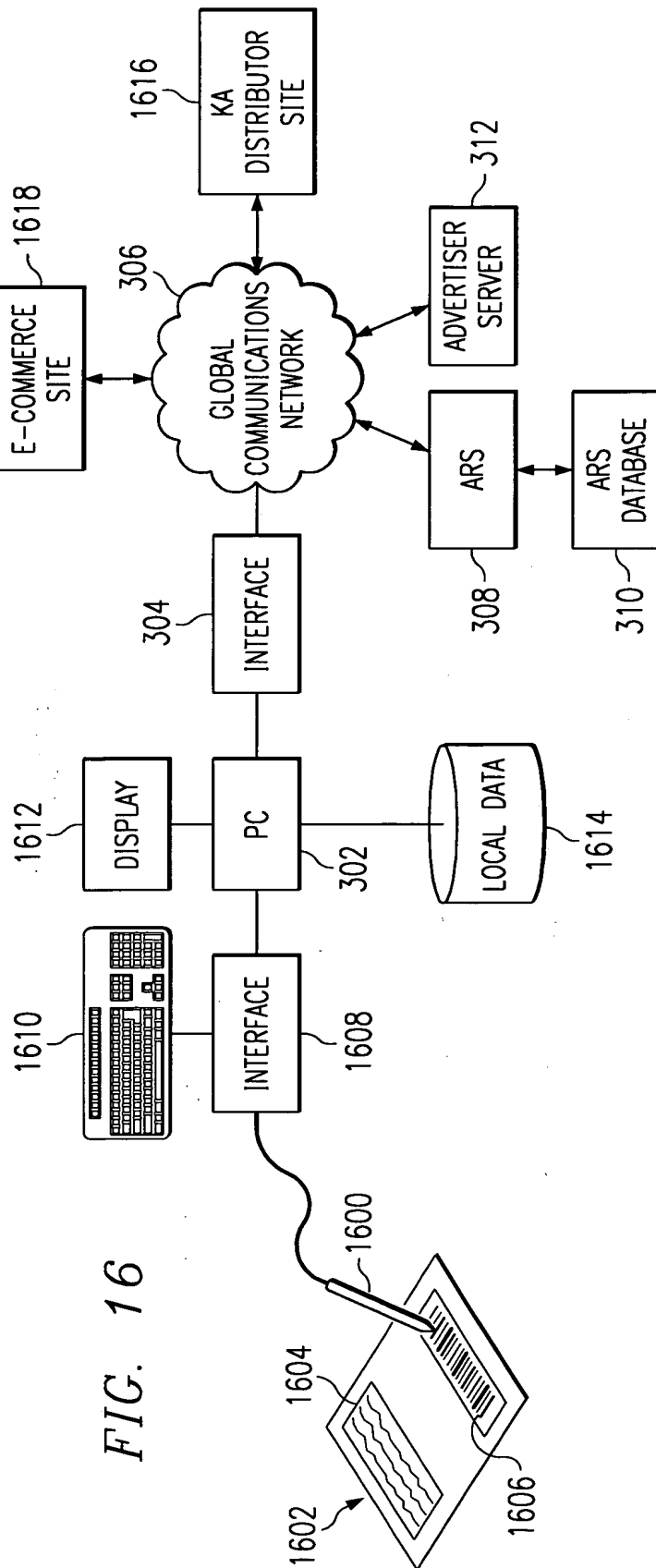


FIG. 19

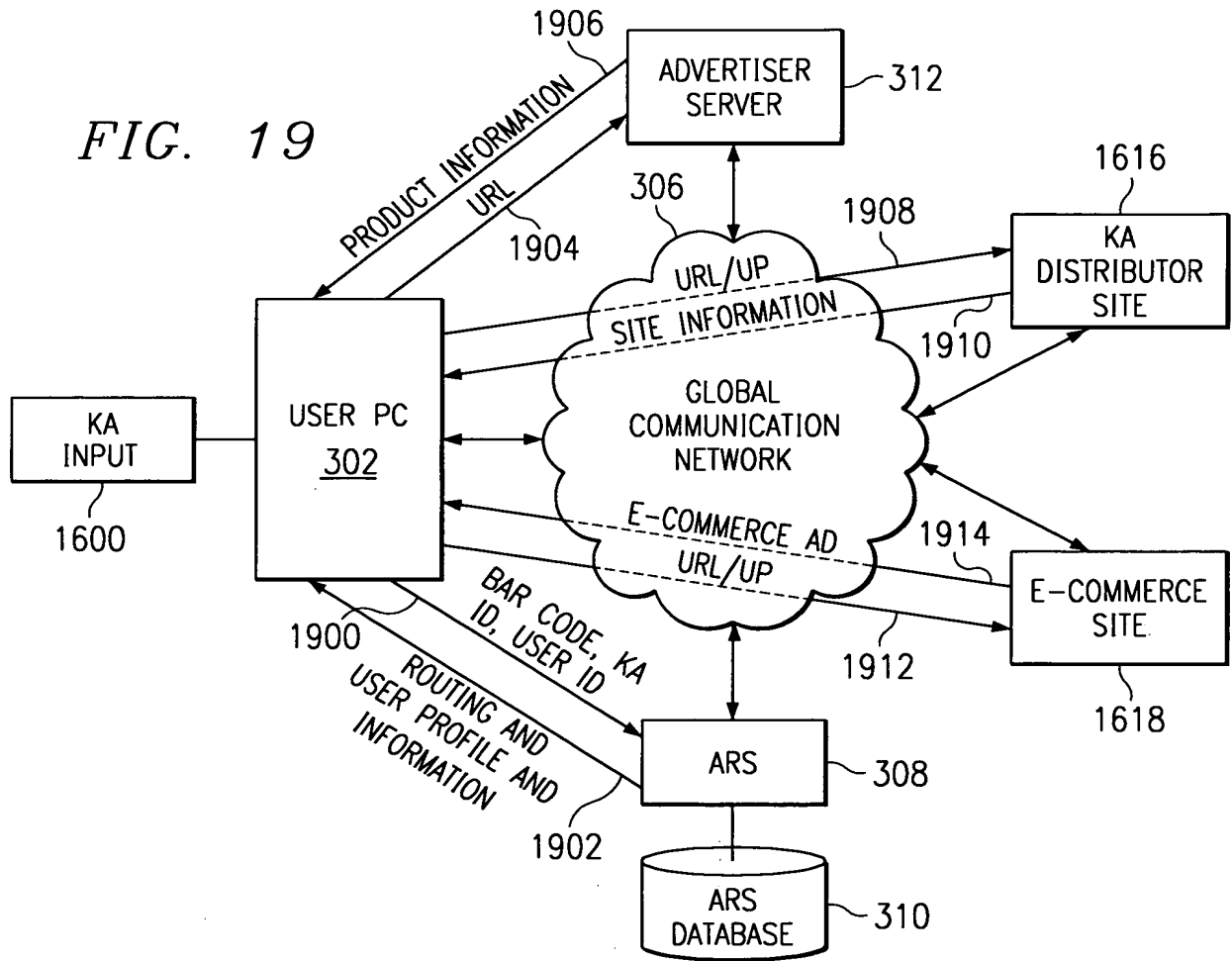


FIG. 20

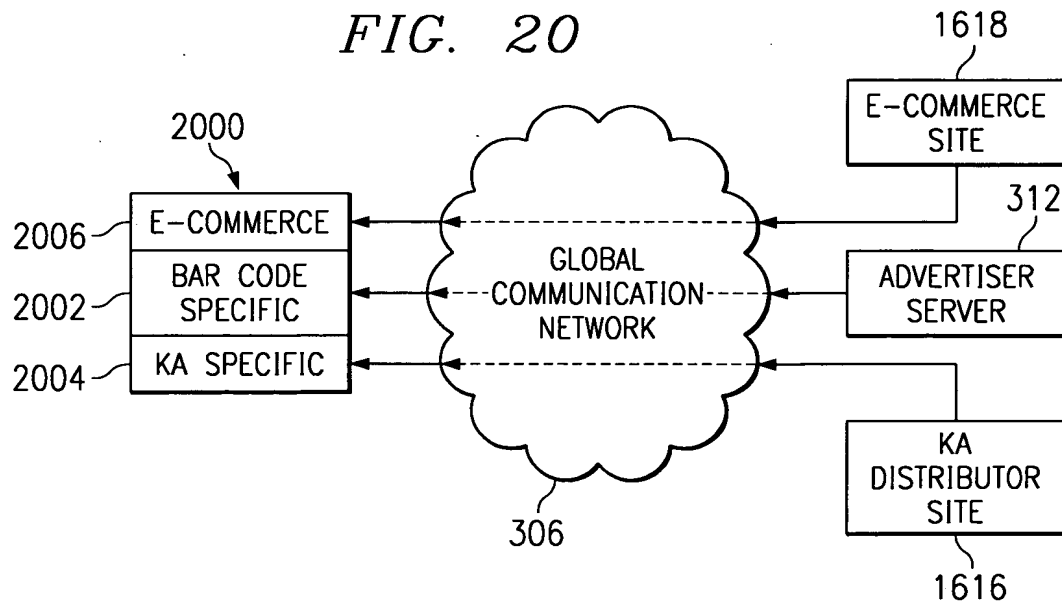




FIG. 21

2102		2104		2106	2108	
PRODUCT		KA		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

ARS DATABASE  
2100

FIG. 22

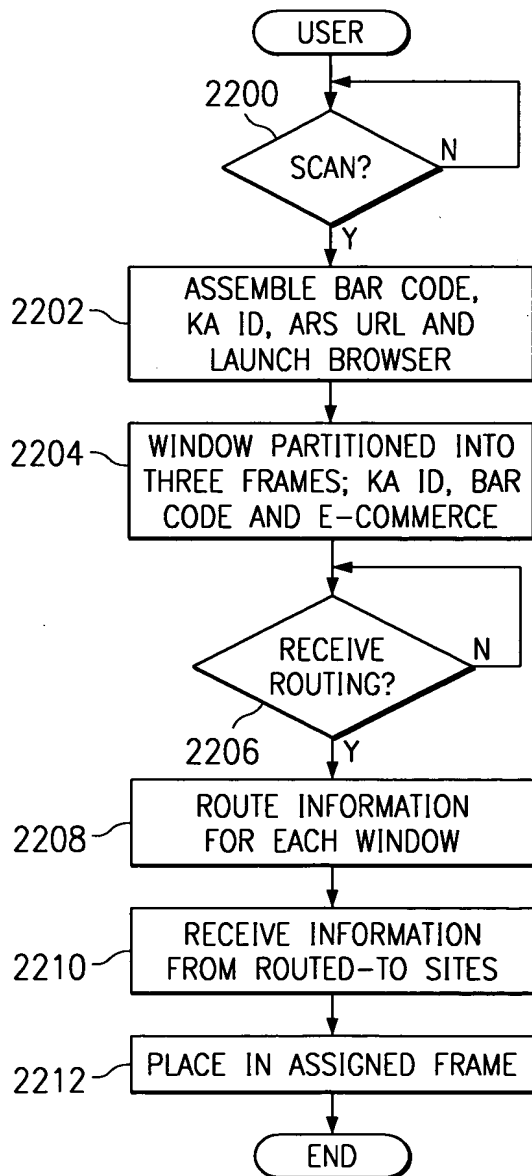


FIG. 23

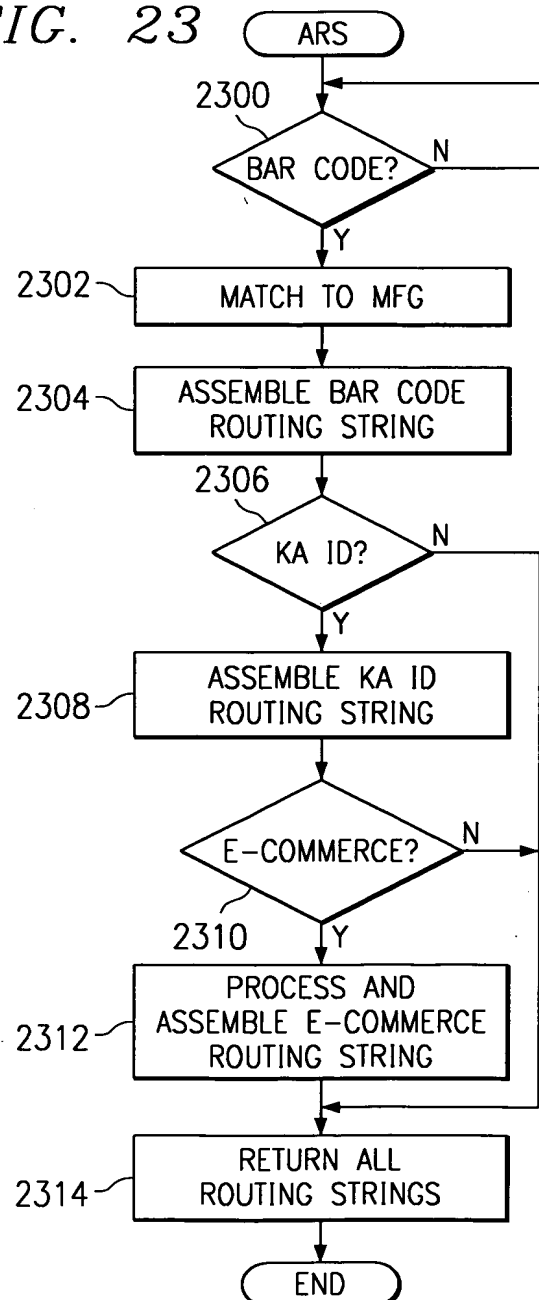


FIG. 24

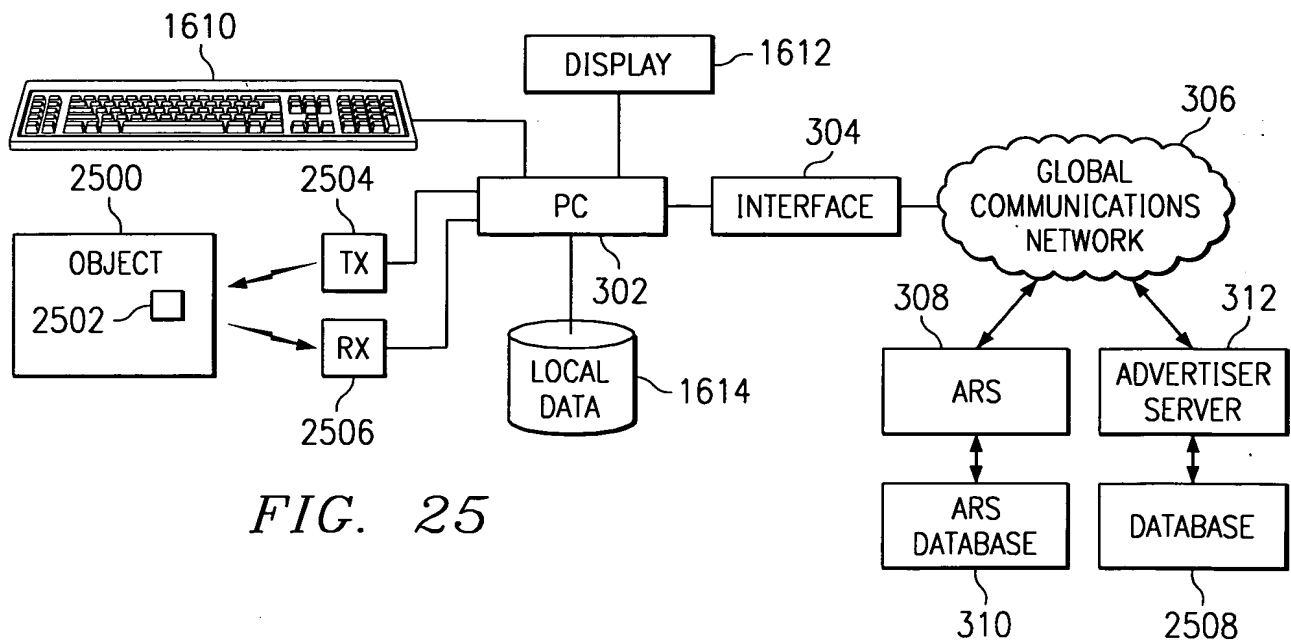
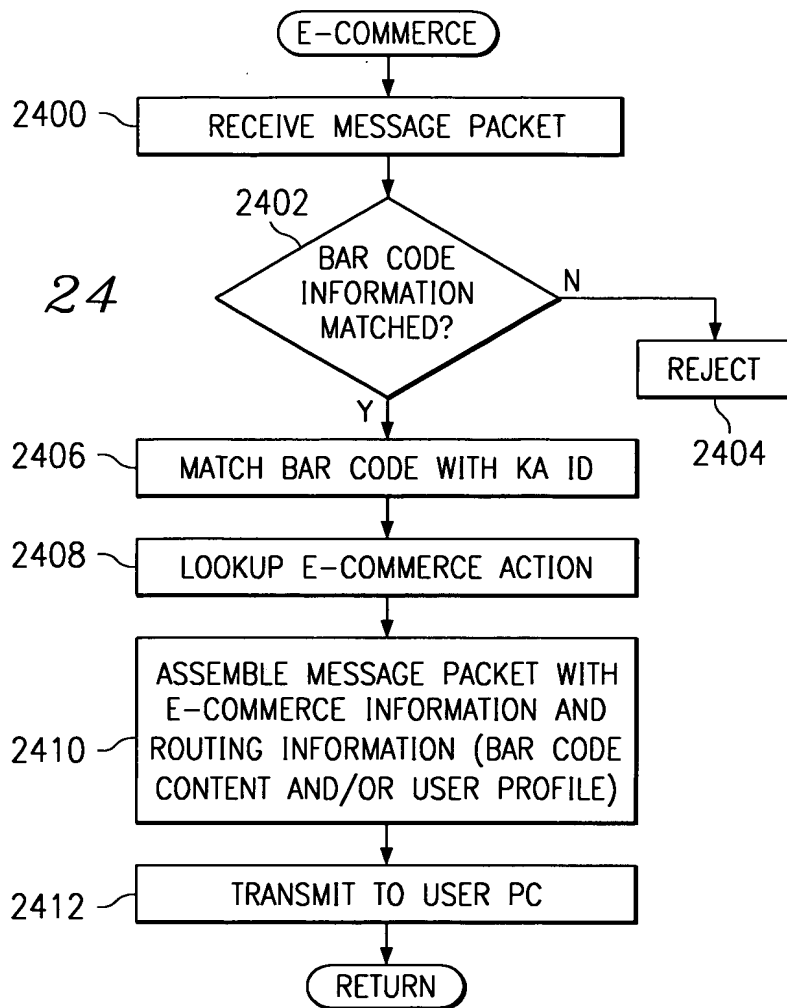


FIG. 25

FIG. 26

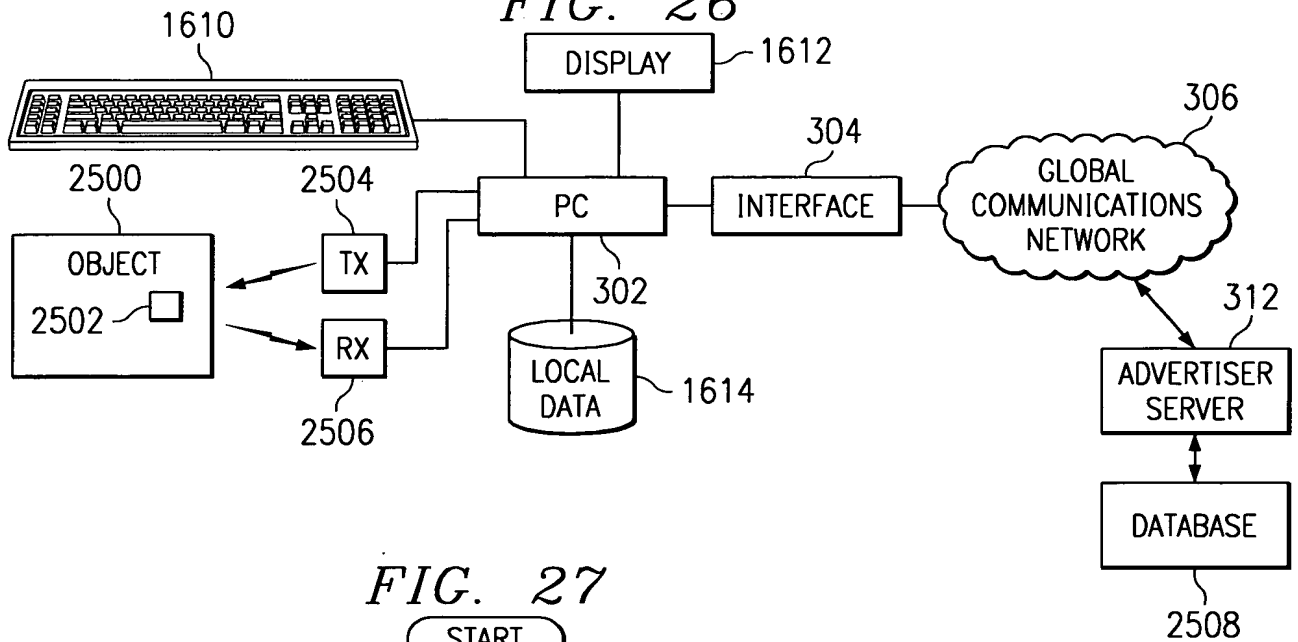


FIG. 27

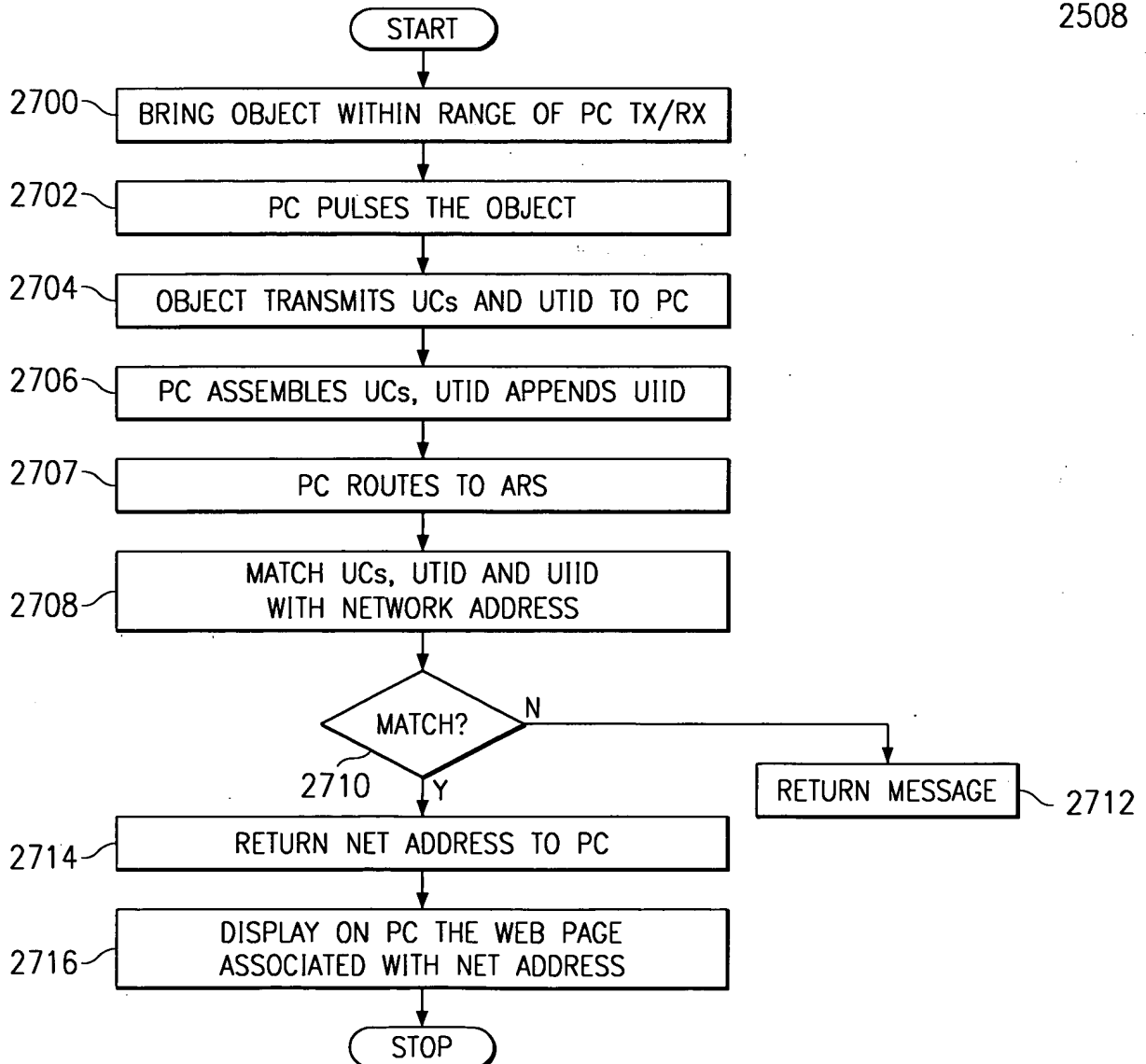


FIG. 28

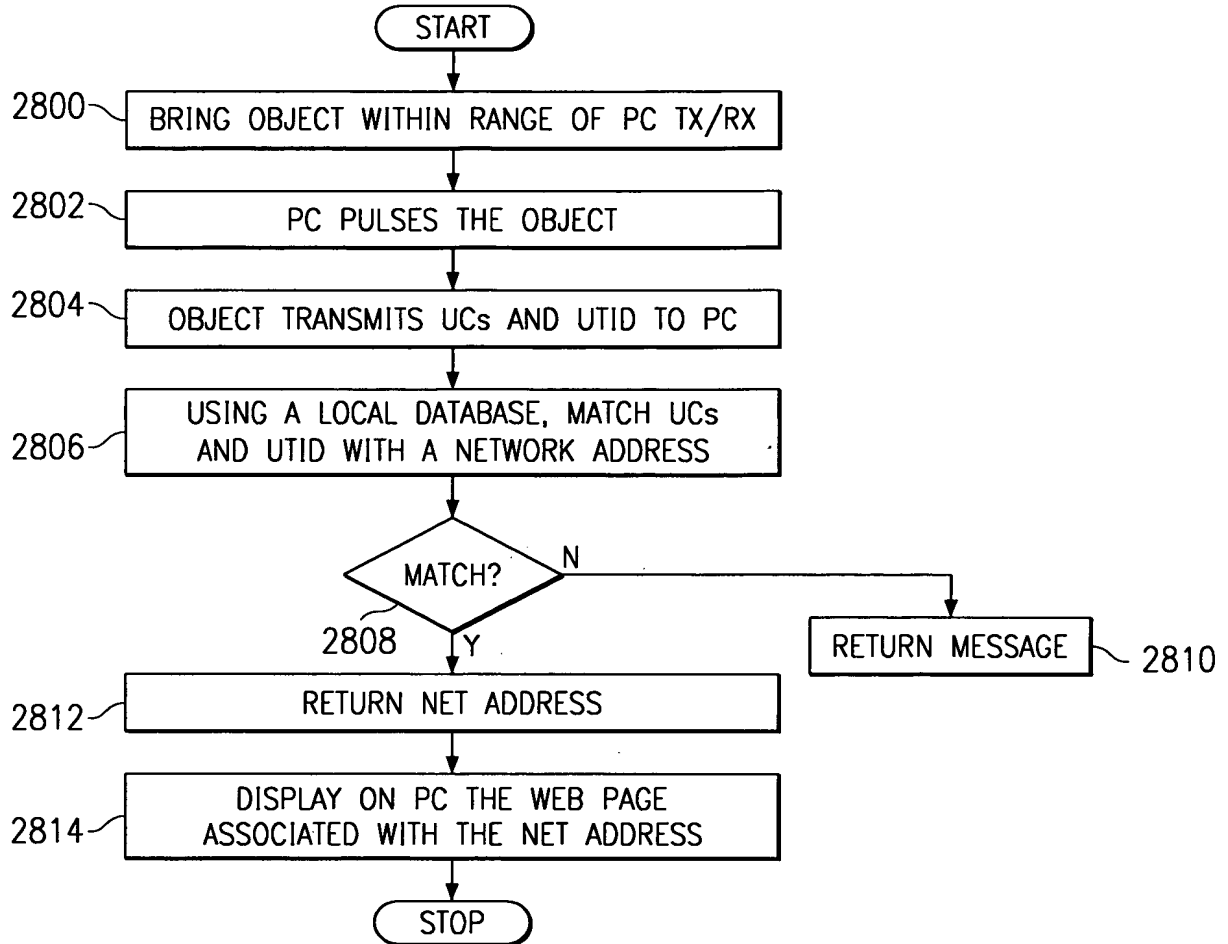


FIG. 29

2900	2902	2904	2906
UC	NET ADDRESS	UTID	UIID

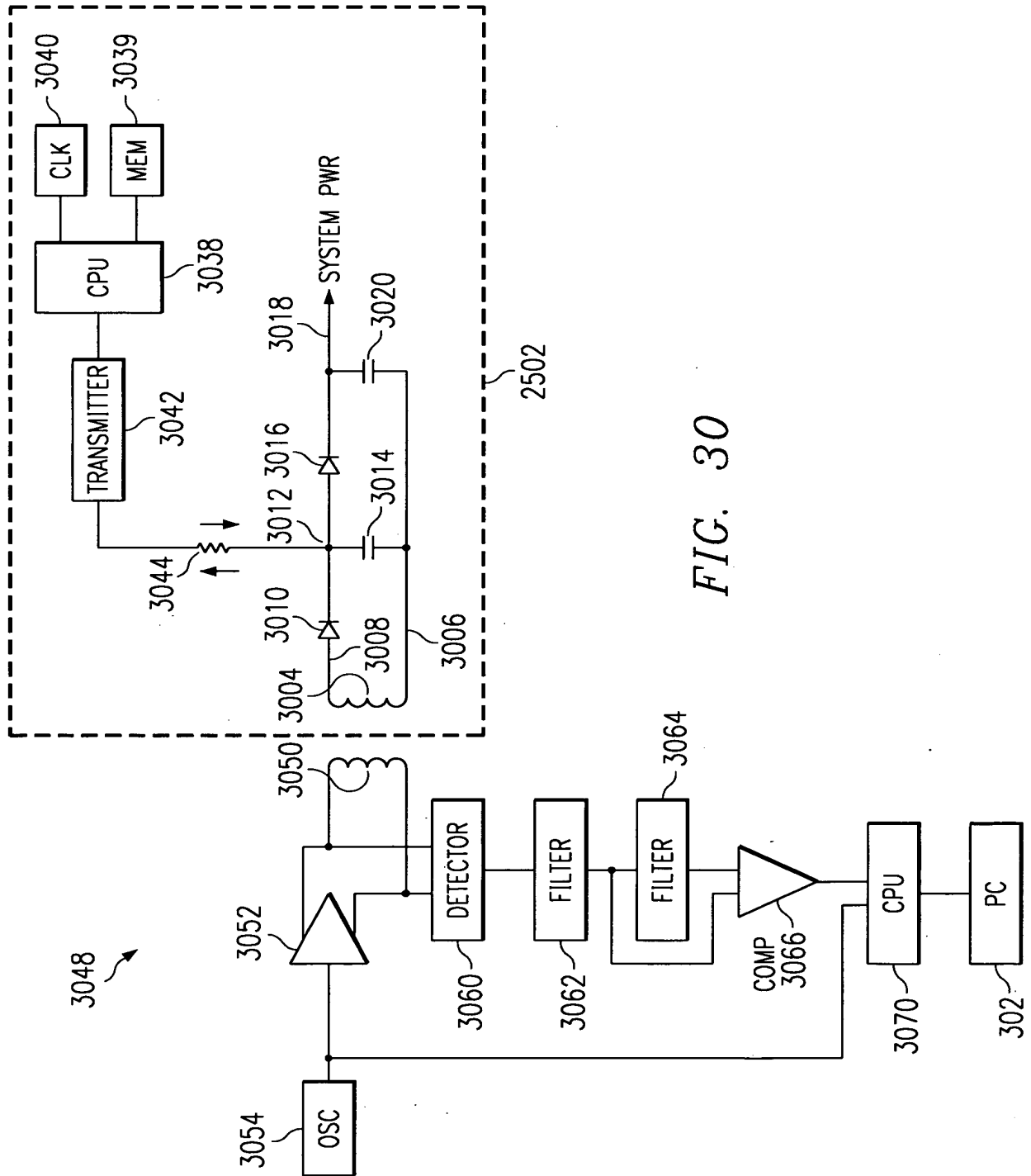


FIG. 30